

ELECTRONIC PUBLICATION DISTRIBUTION
METHOD AND SYSTEM

ABSTRACT OF THE DISCLOSURE

A method and system for distributing an electronic publication allows the distribution of customized publications, including customized advertising, customized content, or both. In accordance with the method for distributing an electronic publication, an electronic publication is retrieved from storage. The electronic publication is delivered to the consumer by electronically sending the electronic publication to the consumer's electronic mail address.

In accordance with another aspect of the invention, the electronic publication may include customized advertising. A consumer profile associated with the consumer is stored in a database and comprises a plurality of profile data items. A database of content items and advertising items is created, including at least some targeted advertising items. Each targeted advertising is associated with an inclusion criterion wherein a decision as to whether the inclusion criterion for a particular advertisement has been met depends upon the value of one or more profile data items. The electronic publication is created and comprises some content items and at least one targeted advertising item. The targeted advertising item is included because the inclusion criterion for that targeted advertising item has been met.